



# MIGRATION AND MAINTENANCE OF CONTENT MANAGEMENT PLATFORM

Capgemini helps a leading financial firm to centrally manage contents for better segmentation and personalization

## CHALLENGES

The websites of a leading financial company worked on a legacy system which added constraints around analytics, contextualization, personalization, optimization and content adaptation. This made them incapable of offering personalized experiences for customers. There was no single source of truth for all available information as the current site ran on multiple platforms. This further led to poor maintenance control and incurred additional cost. There was no well-defined asset taxonomy which made the legacy asset redundant. Performance issues identified in the authoring environment decreased customer satisfaction.

## SOLUTION

Capgemini adopted a feature-driven approach to migrate the existing site from the legacy systems to an Adobe content management platform that displayed instant results to the company. The approach was to integrate and deploy Adobe platforms along the customer implementation cycles in an agile manner. The migration was initiated while authoring environments were parallelly test loaded with periodic checks that eliminated any future performance issues. The migration was also targeted to unify the current workflows and provide the right set of tools for collaboration. This helped to better manage contents in a centralized way with enhanced features and tools. Some of the notable unique features of the migrated platform were well-defined assets, naming convention, and nomenclature at the design phase.

## IMPACT

**ELIMINATED**  
CONTENT REDUNDANCY

NEAR **100%**  
POTENTIAL BENEFIT OF  
COST REDUCTION

**HARMONIZED**  
USER EXPERIENCE

**SHARED**  
**COMPONENT**  
**LIBRARY**  
WITH ONCE AND ALL  
REUSE CAPABILITIES

### FOCUS AREA

- Fragmented online user experience
- Less maintenance control and additional cost
- Difficulties in controlling ubiquitous content
- Customer dissatisfaction
- No well-defined asset taxonomy

### ADOBE SOLUTIONS

- Adobe Experience Manager

#### About Capgemini

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